



High fives! You registered as an ArtPrize® 2021 artist. You've taken the first step towards creating unforgettable contemporary art experiences for visitors from around the world this fall. And we couldn't be more excited to work with you.

In the coming weeks, the ArtPrize 2021 exhibition will really take shape. Soon you'll have the opportunity to work directly with the spaces throughout Grand Rapids that have already registered as ArtPrize venues, deciding where you'd like to show your work.

As an ArtPrize artist, you are absolutely essential to the success of the event this fall. We hope the information and tips in the pages that follow will take the guesswork out of confirming your participation in ArtPrize 2021.

Continue reading to find complete details on:

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Let's get started.

## IMPORTANT DATES

Please keep these ArtPrize 2021 Registration and Connections dates in mind. Wondering what Connections is? Head to “Artist-Venue Connections” below for details.

Venue Registration	April 1-15
Artist Registration	April 19-June 10
Connections	May 3-June 23
ArtPrize 2021	September 16-October 3

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## \$50K IN EQUITY GRANTS

This new program will support artists from underrepresented backgrounds to participate in ArtPrize 2021 and seeks to underwrite work that is intentional and focuses on diverse, innovative, challenging, and engaging themes. Selected artists will receive \$1,000-\$5,000 each to help with fabrication, shipping, travel, and other considerations necessary to support their participation in ArtPrize.

Applications are open during the artist registration period, from April 19-June 10.

[Click here to apply.](#)

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## ARTIST-VENUE CONNECTIONS

*Connect with a venue May 3-June 23.*

### **About Connections**

Now that you've registered as an ArtPrize artist and paid the registration fee, it's time to find a space to host your artwork.

It's important to note that your participation in ArtPrize isn't fully confirmed until a venue has agreed to show your work in their space.

We call the process of artists and venues matching up “Connections” — a period during which registered artists and venues find each other on the ArtPrize website and agree to work together. ArtPrize plays no role in assigning artists to venues. Instead, you'll decide where to show your work.

## Connections Process

The process of selecting a venue is managed through the Connections tool on [your ArtPrize Account](#) and involves just four steps:

1. **Check for + Make Requests.** Registered venues will begin to browse our website for registered artists right away. You should take a look at available venues as soon as you can too, to find the perfect fit for your artwork. As soon as the Connections period opens, you can request to connect with venues if you think their space would be a good fit. Your requested venues will be listed under “Requested” in the “My Connections” area of your Account.
2. **Confirm Interest.** Found a venue you’d like to work with who’s also interested? Find them in your “Incoming Connection Requests” list and click “Yes” to confirm that you’re interested in showing your artwork at their venue. Once you do this, they move from “Requested” to “Pending” in the “My Connections” area of your account and they receive an email notification. Similarly, you’ll receive a notification if a venue you’ve requested to connect with confirms interest.
3. **Discuss Details.** When both you and the venue confirm mutual interest in working together, they’ll send you an email or give you a call to discuss the details of exhibiting your artwork. Make sure you agree on specifics (where the artwork will be installed, when it will arrive, who installs it, etc.). At this point, the venue will need to draft a Hosting Agreement (see below) and provide it to you to sign and return.
4. **Confirm Agreement.** As the final step, both you and the venue must confirm that you have signed the Hosting Agreement. Venues will confirm first, then you’ll do the same. Look for the confirmation button next to the venue in the “Pending” list in the “My Connections” area of your account and click “Yes”. Now the connection is complete.

This process must be completed — including confirmation of the hosting agreement on the ArtPrize website — before the close of the Connections period on June 23.

A few things to keep in mind:

- If you’re also registered for ArtPrize as a venue, you may exhibit your own work at your venue provided you use the standard Connections process.
- If you complete a Connection with a venue and then later you and the venue both agree to terminate this Connection during the Connections period, please email the Exhibitions Team at [artists@artprize.org](mailto:artists@artprize.org) and explain the situation.

## HOSTING AGREEMENT

The Hosting Agreement is a contract between venues and artists that details all the specifics of your working relationship. Venues need to provide each artist with a Hosting Agreement during Step 3 of the Connections process. It must be signed by both parties before your Connection is complete, to ensure both parties are on the same page about what to expect during the event.

ArtPrize provides each venue with a Hosting Agreement Template (view + download below) that you can customize based on your specific needs and what you negotiate with individual artists.

Every Hosting Agreement should include:

- A description of the artwork to be exhibited
- Specific requirements for the artwork (like lighting)
- How much space the artwork will take up in the venue
- Specific description of the agreed location within the venue
- Any additional open hours for the venue beyond the required minimum
- When the artist can start installation
- Arrangements for shipping, installation, and removal if the artist will not be attending the event
- Who pays for shipping (if necessary)
- Who pays for promotional materials (if any)
- Who is responsible for insurance and security during the event
- Who is responsible for artwork removal and how and when it will be removed

These are the types of details that could easily be missed or miscommunicated without a Hosting Agreement in place, causing unnecessary strain between an artist and venue leading up to or during the ArtPrize event.

Artists and venues are expected to negotiate the terms until both parties are comfortable with the details. Note that the entire process of negotiating and signing a Hosting Agreement can be completed entirely through email—simply type your name into the signature section at the bottom of the Hosting Agreement to sign.

[View + download our Hosting Agreement Template](#)

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## SELLING ARTWORK

New in 2021, ArtPrize is teaming up with Miedema Auctioneering Inc. to create a platform through which you can sell your ArtPrize Entry. You'll have the option to either participate in the

auction, setting your minimum bid, or establish your asking price and sell your Entry outright. No sellers fees, you keep 100% of the proceeds from the sale. The goal: Make it as easy as possible for you to find a buyer for your Entry.

Information to sign up for the ArtPrize Entry Auction & Sale will be provided to all ArtPrize 2021 artists.

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## INSURANCE

ArtPrize does not require artists to obtain insurance for their artwork, but it is strongly encouraged. Liability insurance can be very affordable and can protect the artist in the event of an accident during the installation or display of the artwork.

We also encourage venues to cover artwork as part of their insurance, in which case the artist must produce adequate evidence to validate the insurable value of the artwork for the venue's insurance company. Ultimately, it is between the artist and venue to determine how insurance is covered (see Hosting Agreement), so ask your venue if they can or do provide insurance.

### *A Few Things to Keep in Mind*

- General Liability coverage covers damage to Venues and uninvolved bystanders, but does not cover damage to your Artwork. Artwork coverage needs to be purchased separately.
  - Artwork coverage is annual, carries a minimum premium of \$580, and has a \$500 deductible. Most people who choose to purchase Artwork coverage either have an expensive piece being shown at the event, or decided to cover all their entire body of work that they have on display, in their studio, and in storage. If you are only looking to cover one piece of art valued at under \$1,200, purchasing this Artwork coverage isn't advisable.
  - Short-term General Liability coverage (also known as an Event policy) is short-term, but the cost is usually determined by the number of spectators that your piece will have during that period. Artwork that is in high-traffic areas can make for expensive short-term policies. In instances like this, it tends to be less expensive to purchase an annual Artwork coverage policy, because the premium is calculated differently. Also, an annual policy will cover you anywhere in the USA (including your studio), not just on the premises of the ArtPrize event.
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## ENTRY LABELS & ARTIST STATEMENTS

ArtPrize prints one official Entry Label for each artwork entered in ArtPrize. Labels contain the title, medium and information necessary to award prizes, as well as the artist's name, city and country.

Entry Labels are distributed to venues. Either the venue or artist must place them next to the artwork before the event opens on September 16. This responsibility should be decided with the venue in advance.

Some artists find the need to print additional labels. In this case, please use the official PDF templates provided below.

Please note that ArtPrize does not print artist statements. However, an artist statement template is included with the Entry Label templates, so you may print your own and coordinate printing of the statement with your venue.

*Templates will be available to download in the summer via [artprize.org/for-artists](http://artprize.org/for-artists).*

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## ARTPRIZE BRAND GUIDE + ARTIST ICONS

When promoting your entry, you are not permitted to use the ArtPrize logo — ArtPrize reserves that logo exclusively for events, materials and locations produced by ArtPrize. Instead, we provide an Artist Icon that artists can use on promotional materials.

Two rules govern usage of the Artist Icon:

1. You may not alter the Artist Icon. The Icon must appear as it is, without any changes to its color, shape, etc.
2. You may not use the Artist Icon for commercial purposes. Anything you create using the Icon cannot be sold. (For example, you can make promotional t-shirts that use the Artist Icon, but you cannot sell them.)

The Artist Icon is to be used only by official ArtPrize 2021 artists. Use of these icons acknowledges delivery and understanding of the ArtPrize 2021 Brand Guidelines, and represents your acceptance of the terms and conditions contained within.

Click the links below to view + download:

- [ArtPrize 2021 Brand Guidelines](#)

- [ArtPrize 2021 Artist Icon](#)
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## OFFICIAL RULES FOR ARTISTS

The following is a summary of the [Official Rules for Artists](#):

- Each Artist must be at least 18 years old at the time they register.
  - Artists must pay a non-refundable fee to enter their artwork (“Entry”).
  - For any team Entry, every individual that makes a significant creative contribution to the Entry must be registered as an Artist and officially attached to that Entry and to no other Entry. Volunteers or contractors that did not make a significant creative contribution to the Entry do not need to be registered.
  - Entry must be shown at an ArtPrize Venue.
  - Secondary elements of an Entry (or instances of a performance) may appear elsewhere, but the primary element and/or documentation of an Entry must be at its Venue.
  - Artists must sign a Hosting Agreement with their Venue.
  - Entries may be a single piece, a collection of pieces, or an installation with multiple elements. In any case, an Entry is titled and exhibited as a single unit.
  - Each Entry must be classified as only one of four Categories: 2-D, 3-D, Time-based, or Installation. Artists must identify their Entry’s Category during the registration process. Category identification is subject to ArtPrize review; ArtPrize makes final decisions about the Category of each Entry.
  - Only original artwork is eligible for submission. The Artist is responsible to ensure that the Entry does not infringe on any third party’s proprietary rights.
  - The Entry must be currently owned by the Artist or by the team of Artists.
  - The Artist is responsible for transportation of the Entry to, and removal of the Entry from, the applicable Venue, unless otherwise provided in the applicable Hosting Agreement or other arrangements with the Venue.
  - Entries from prior ArtPrize competitions, or Entries that are identical to Entries from prior ArtPrize competitions, may not be entered in ArtPrize.
  - Artists who have previously won a Grand Prize are not eligible to enter again.
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## STAY INFORMED

- Add [artists@artprize.org](mailto:artists@artprize.org) to your email contacts. Once you’re registered, the email address associated with your ArtPrize account will be added to our mailing list to receive important updates from our Exhibitions Team. You won’t want to miss these Connections tips, deadline reminders, and more.

- Follow ArtPrize on social media: [Facebook](#), [Instagram](#), [Twitter](#)
- Have questions? Email our team at [artists@artprize.org](mailto:artists@artprize.org). We're happy to help.